CLAIMS

1. (Currently Amended) A computerized method comprising:

generating an interactive list of content files for presentation to a user based on a profile of said user, said selected content file is a broadcasted program comprising a plurality of content segments and a plurality of play sequences for the content file, wherein each of the plurality of play sequences represents a different story line for the broadcasted program and each content segment having associated segment information within said content information;

receiving, at a selection device, a selection input command selecting a content file from said interactive list;

retrieving, at the selection device, a detailed profile of said user and content information associated with said selected content file;

selecting, at the selection device, a play sequence of said selected content file based on said detailed profile and said content information, said selected content file comprising a plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information;

presenting, at the selection device, said play sequence to said user; and

modifying, at the selection device, said play sequence and associated story line of the broadcasted program if further selection input is received from said user in response to presenting said play sequence.

2. (Original) The method according to claim 1, further comprising:

receiving an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file;

selecting a modified play sequence of said selected content file based on said explicit input command; and

presenting said modified play sequence to said user.

3. (Cancelled)

4. (Original) The method according to claim 1, wherein said selected content file further comprises audio/video data.

5. (Original) The method according to claim 1, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

6. (Cancelled)

7. (Previously presented) The method according to claim 1, wherein said selecting further comprises:

processing said segment information of said each content segment and said detailed profile of said user to match said segment information with said detailed profile; and

selecting a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

8. (Original) The method according to claim 2, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.

9. (Previously presented) The method according to claim 1, further comprising:

selecting advertising material based on said detailed profile of said user; and

presenting said advertising material to said user together with said play sequence of said selected content file.

10. (Original) The method according to claim 2, wherein said explicit input command further requests presentation of at least one advertisement to said user.

11. (Original) The method according to claim 10, further comprising:

selecting said at least one advertisement based on said explicit input command; and

presenting said at least one advertisement to said user.

12. (Currently Amended) An apparatus comprising:

a control module to generate an interactive list of content files for presentation to a user based on a profile of said user, <u>said selected content file is a broadcasted program comprising a plurality of content segments and a plurality of play sequences for the content file, wherein each of the plurality of play sequences represents a different story for the broadcasted program and each content segment having associated segment information within said content information,</u> to receive a selection input command selecting a content file from said interactive list, to retrieve a detailed profile of a user and content information associated with a selected content file, and to select a play sequence of said selected content file based on said detailed profile and said content information, ~~said selected content file comprising a plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information~~; and

a presentation module to present said play sequence to said user, wherein said control module modifies said play sequence <u>and associated story line of the broadcasted program</u> if further selection input is received from said user in response to presenting said play sequence.

13. (Previously presented) The apparatus according to claim 12, further comprising a storage module to store said detailed profile of said user and a plurality of content files including said selected content file.

14. (Original) The apparatus according to claim 12, wherein said control module further receives an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file, and further selects

a modified play sequence of said selected content file based on said explicit input command.

15. (Original) The apparatus according to claim 14, wherein said presentation module further presents said modified play sequence to said user.

16. (Original) The apparatus according to claim 13, wherein said control module further retrieves said detailed profile of said user and said plurality of content files from said storage module and selects at least one content file of said plurality of content files based on said detailed profile of said user.

17. (Cancelled)

18. (Original) The apparatus according to claim 12, wherein said selected content file further comprises audio/video data.

19. (Original) The apparatus according to claim 12, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

20. (Cancelled)

21. (Previously presented) The apparatus according to claim 12, wherein said control module further processes said segment information of said each content segment and said detailed profile of said user to match said segment information with said detailed profile, and selects a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

22. (Original) The apparatus according to claim 14, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said

predetermined number of content segments in a modified order requested by said explicit input command.

23. (Previously presented) The apparatus according to claim 12, wherein said control module further selects advertising material based on said detailed profile of said user and said presentation module further presents said advertising material to said user together with said play sequence of said selected content file.

24. (Previously presented) The apparatus according to claim 13, wherein said detailed profile of said user is stored in a profile storage area of said storage module.

25. (Original) The apparatus according to claim 13, wherein said plurality of content files is stored in a content storage area of said storage module.

26. (Original) The apparatus according to claim 14, wherein said explicit input command further requests presentation of at least one advertisement to said user.

27. (Original) The apparatus according to claim 26, wherein said control module further selects said at least one advertisement based on said explicit input command and said presentation module further presents said at least one advertisement to said user.

28. (Currently Amended) A computer readable storage medium containing executable instructions which, when executed in a processing system, cause the system to perform a method comprising:

generating an interactive list of content files for presentation to a user based on a profile of said user, said selected content file is a broadcasted program comprising a plurality of content segments and a plurality of play sequences for the content file, wherein each of the plurality of play sequences represents a different story line for the broadcasted program and each content segment having associated segment information within said content information;

receiving a selection input command selecting a content file from said interactive list;

retrieving a detailed profile of a user and content information associated with said selected content file;

selecting a play sequence of said selected content file based on said detailed profile and said content information, ~~said selected content file comprising a plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information~~;

presenting said play sequence to said user; and

modifying said play sequence <u>and associated story line of the broadcasted program</u> if further selection input is received from said user in response to presenting said play sequence.

29. (Previously presented) The computer readable storage medium according to claim 28, wherein the method further comprises:

receiving an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file;

selecting a modified play sequence of said selected content file based on said explicit input command; and

presenting said modified play sequence to said user.

30. (Cancelled)

31. (Previously presented) The computer readable storage medium according to claim 28, wherein said selected content file further comprises audio/video data.

32. (Previously presented) The computer readable storage medium according to claim 28, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

33. (Cancelled)

34. (Previously presented) The computer readable storage medium according to claim 28, wherein said selecting further comprises:

processing said segment information of said each content segment and said detailed profile of said user to match said segment information with said detailed profile; and

selecting a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

35. (Previously presented) The computer readable storage medium according to claim 29, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.

36. (Previously presented) The computer readable storage medium according to claim 28, wherein the method further comprises:

selecting advertising material based on said detailed profile of said user; and

presenting said advertising material to said user together with said play sequence of said selected content file.

37. (Previously presented) The computer readable storage medium according to claim 29, wherein said explicit input command further requests presentation of at least one advertisement to said user.

38. (Previously presented) The computer readable storage medium according to claim 37, wherein the method further comprises:

selecting said at least one advertisement based on said explicit input command; and

presenting said at least one advertisement to said user.